

THE DAY BOOK

500 SO. PEORIA ST.

398

TEL. MONROE 353

Vol. 1, No 46 Chicago, Monday, Nov. 20, 1911. One Cent

CHICAGO NEWSPAPERS WHACK UP BIG GRAFT WITH PATENT MEDICINE FAKERS

Dr. Bernard Fantus Gives Figures Showing Annual Advertising Graft from This Source of \$263,500—Some Patent Medicines That Are Frauds.

Here's some real news about the newspapers.

Dr. Bernard Fantus, professor of materia medica and therapeutics at the medical college of the University of Illinois, says that Chicago newspapers are actual partners of patent medicine manufacturers who unload fake and dangerous remedies on the public.

In a lecture under the auspices of the Chicago Medical Society, Dr. Fantus read the following statement of the income of Chicago newspapers from these quack sources:

Examiner	\$120,000
American	53,500
News	46,800
Journal	31,000
Record-Herald	7,500
Inter-Ocean	4,700

Total\$263,500

He said The Tribune and The Post did not accept such advertising.

Here are some statements made by Dr. Fantus which may interest the people:

"The patent medicine business

amounts to \$100,000,000 a year. Without advertising the fakers would have to quit business.

"This tremendous sum is distributed among the newspapers and magazines.

"It surely is astonishing the way the newspapers participate in this fraud, until you figure their profits.

"The business is such a fraud that even the name 'patent' medicine is spurious. There is no such thing as patent medicine.

"'Muline' is advertised a 'reliable relief for sore eyes'—It is nothing but a three per cent solution of borax and water with a slight coloring of golden seal. It costs 5 cents a gallon, and sells for \$1.28.

"'Liquicide' is advertised to kill any germ in your system. That's a lie. It is 99 per cent water, with a smell of burned sulphur dioxide.

"No case of consumption was ever cured by medicine. Piso's cure contains hashish, a deleterious mixture.

"Peruna contains 18 per cent